

# ■ Request for Proposals

## Regional Planning:

Building Sustainable Land Use and Transportation Plans  
to Secure the Future of Silicon Valley and its Residents

## Introduction

Silicon Valley Community Foundation is a catalyst and leader for innovative solutions to our region's most challenging problems. One of these problems—how we plan for growth in a way that improves the quality of life of all residents and workers and preserves our open spaces—is addressed through our regional planning strategy. To better understand our goals and objectives for this strategy, we encourage you to read the community foundation's research paper at <http://www.siliconvalleycf.org/grantmaking-strategies/pdf/research-paper-sustainable-land-use.pdf>.

This request for proposals, or RFP, focuses specifically on encouraging local smart-growth and transit-oriented development of the Peninsula and Silicon Valley. By using an RFP approach, the community foundation aims to solicit the best thinking of nonprofit organizations, research institutions and public agencies serving San Mateo and Santa Clara counties.

*Responses to this RFP are due 5 p.m. on Thursday, August 19, 2010. In order to be fair to all applicants, there will be no exceptions to the deadline for late proposals.*

## Problem Statement

### *Local Planning Processes and Implementation*

Even with the Great Recession, the number of jobs far exceeds housing units in Silicon Valley. Land use plans often have failed to include sufficient affordable housing to reduce this imbalance, which has resulted in high rates of in-commuting and greenhouse gas emissions, isolation from employment and educational opportunities, and lifestyles that negatively impact health outcomes. Residential areas that are located farther away from employment centers often lack good public transportation options. These land use and transportation decisions have impacted the quality of life of our community's residents and workers, particularly low-income communities, communities of color and immigrant neighborhoods. As this region continues to grow, these patterns will continue unless we plan for a better future.

Plans that incorporate equitable smart-growth principles encourage greater availability of affordable housing, as well as sustainable transportation systems that provide access to jobs and services, green spaces and parks, and streets that are safe for walking and bicycling. Planning processes are crucial because they will help dictate the physical development of our cities for decades to come. Areas near public transit and existing downtowns are particularly important since this is where growth and development should be concentrated. These areas offer the best chance for truly affordable communities where low-income residents can capture significant transportation savings.

Planning alone cannot create positive change in a community; plans must be implemented if they are to begin influencing peoples' lives. Putting the ideas contained in planning documents into action—particularly in these challenging economic times—requires leadership, persistence and a unique set of skills.

### *Region-wide Planning and Implementation Efforts*

As critical as planning is to the vitality and future of particular local communities, these efforts cannot by themselves create a sustainable and livable Peninsula and Silicon Valley. This is especially the case within the framework of Assembly Bill 32, which set the 2020 greenhouse gas emissions reduction goal into law, and Senate Bill 375, which mandates that California communities reduce emissions and their contribution to global climate change by:

- curbing sprawl
- integrating disjointed planning activities
- creating attractive, walk-able, sustainable communities and revitalizing existing ones
- developing new alternative transportation options

Local, county and regional planning authorities would benefit from data, research, technical expertise and effective community input in the design of a regional plan that can be implemented. (Data and research should consider an array of variables and the trade-offs and impacts of growth. For example: travel behavior, air emissions, water quality, demand and supply, habitat and natural resources, agriculture, infrastructure costs, floodplains, environmental justice, affordable housing, economic development, and health.) With adequate resources, regional collaborative efforts can have a significant impact on the creation of a sustainable and livable regional community.

### **Program Goal**

The goal of the community foundation for this strategy is to encourage equitable smart-growth and transit-oriented development to improve the quality of life for those who live and work throughout the Peninsula and Silicon Valley. As this dynamic region changes and grows, land use and transportation policies aimed at achieving this goal are essential to ensure a sustainable society, economy and natural environment. Promoting more transit-oriented development that includes affordable housing is critical if lower-income, non-English-speaking and other community members are to have equal opportunities to thrive.

### **Proposal Eligibility Criteria**

- San Mateo and/or Santa Clara County-serving organizations. Organizations headquartered outside the two-county region must demonstrate significant service to the area.
- Organizations with a 501(c)(3) designation or those that have a fiscal sponsor with a 501(c)(3) designation, public agencies or other entities that have a designated charitable purpose.
- Organizations that do not discriminate based on race, color, national origin, citizenship status, creed, religion, religious affiliation, age, gender, marital status, sexual orientation, gender identity, disability, veteran status or any other protected status under applicable law. If an organization only serves a specific population, e.g., women or specific ethnic populations, the community foundation will consider the proposal on a case-by-case basis.
- Organizations with religious affiliations will be considered for funding only if the project for which they seek support attempts to address the needs of the wider community without regard to religious beliefs.

### **Project Proposal Characteristics**

We are receptive to concrete, practical and impactful project proposals that:

- Include both well-tested models that can be scaled up or expanded regionally while maintaining local relevance, and new pilots that, if successful, can be grown and replicated.
- Benefit from collaborative work and bring public and private partners together with nonprofit organizations.
- Demonstrate knowledge of the sector and its trends.
- Identify target population to be reached and justification for that focus.
- Provide clear benchmarks for measuring progress.

## Eligible Projects

The community foundation will invest in nonprofits and public agencies that work to advance the following projects.

### *Local Land Use and Transportation Planning and Implementation Processes*

Efforts eligible for support include:

- Engaging community members in general or specific planning processes. The community foundation is particularly interested in inclusion of members of low-income communities, communities of color and immigrant neighborhoods throughout our region.
- Advocacy efforts with public agency staff and elected officials to ensure land use and transportation plans are undertaken within an equitable smart-growth framework, to ensure plan implementation, and/or to find innovative ways to finance affordable housing and transit. This assistance shall be directed at public agencies' broad role in plan implementation rather than focused on a particular private development.
- Data collection, research and analysis that strengthen specific planning processes.
- Technical assistance to strengthen nonprofits and public agencies' capacity to engage effectively in planning processes. This could include scenario modeling, consulting, mediation, facilitation, legal counseling and other professional assistance needed to inform the planning process and ensure implementation of the resulting plan(s).
- Public awareness and education efforts that focus on residents, commercial business owners, civic leaders and elected officials.
- Efforts that facilitate partnerships among stakeholders and ensure the implementation of adopted plan(s).

### *Regional Smart-growth Planning and Implementation Efforts*

Efforts eligible for support include:

- Advocacy efforts with regional public agency staff and local elected officials to ensure a coordinated regional land use and transportation planning process; to ensure that it is undertaken within an equitable smart-growth framework, to ensure plan implementation, and/or to find innovative ways to finance affordable housing and transit.
- Data collection, research and analysis that inform the process of a coordinated regional land use and transportation plan.
- Technical assistance including scenario modeling, consulting, mediation, facilitation, legal counseling and other professional assistance needed to inform the planning process and ensure implementation of the resulting plan(s).
- Coalition building among local nonprofits engaged in public policy development around the Sustainable Communities Strategy currently mandated by SB 375. The community foundation will continue to support these efforts independently of the changes in the legislative landscape.
- Efforts that facilitate effective and sustainable partnerships among stakeholders that will ensure the implementation of adopted plans.

## Application Process

1) Review of reference materials.

- Key Dates (listed below and at <http://www.siliconvalleycf.org/grantmaking-strategies/key-dates.html>)
- Grant Applicant FAQ (<http://www.siliconvalleycf.org/grantmaking-strategies/grant-FAQ.html>)
- Research paper (<http://www.siliconvalleycf.org/grantmaking-strategies/pdf/research-paper-sustainable-land-use.pdf>)
- RFP for Regional Planning

2) Participation in one information session is highly encouraged for those interested in responding to this RFP.

To reserve your seat, please visit our website at [www.siliconvalleycf.org](http://www.siliconvalleycf.org) and register online. For planning purposes, we ask that you complete your online registration no later than three days prior to the date of the RFP information session.

Only those organizations considering a response to this RFP should attend an information session.

Follow-up phone consultations and in-person meetings will be available with community foundation staff as time permits.

3) Submission of proposal. Although we prefer proposals in electronic form, hard copies will be accepted.

***All proposals must be received by email or postmarked no later than 5 p.m. on Thursday, August 19, 2010. In order to be fair to all applicants, there will be no exceptions to the deadline for late proposals.***

### Key Dates

<b>July 21 and 23, 2010:</b>	Information sessions (Please visit our website to register)
<b>August 19, 2010, 5 p.m.:</b>	Proposal submission deadline
<b>October 2010:</b>	Announcement of grant awards

### Proposal Evaluation Criteria

Proposals for grants should include a narrative that responds to the questions posed at the end of this document. The narrative should be a maximum of eight typed pages, use 12-point font and no less than one-inch margins. Grant proposals will be evaluated, on a competitive basis, using the following criteria:

- Clarity of project description and project activities regarding steps to be taken to achieve desired outcomes.
- Achievable timeline that corresponds to the key activities.
- Meaningful benchmarks and indicators of success.
- Innovative and effective strategy with potential for systems change.
- Organizational capacity to implement project—including staffing and leadership, operational and fiscal management.
- Established track record in specific program content area or potential to secure needed content expertise.
- Ability to leverage financial, human and technical resources leading to greater impact.
- Ability to contribute content area knowledge to the field.

### Total Awards

Successful applicants will receive grants in the range of \$50,000 to \$100,000 for a minimum of one year. Budget requests will be closely analyzed and applicants should include a budget narrative that makes clear the necessity of the project's specific line-items.

### Review and Selection Process

An advisory committee with issue expertise for this strategy will help staff to review all proposals recommended for funding to the community foundation's board of directors. Applicants may receive a site visit, telephone call and/or other type of communication from community foundation staff as part of the proposal review process.

*Successful applicants will be informed of selection by the end of October 2010.*

Please note that successful project proposal narratives may be posted publicly on our website to reflect our value of transparency and encourage learning among grantees and future applicants as well as members of the community at large.

## Evaluation, Monitoring and Grantee Learning Activities

- Grantees will be expected to meet the community foundation's requirements for the submission of financial and narrative reports, including an interim progress report when appropriate and/or presentation to community foundation staff and donors, and a final report.
- In an effort to further the overall program goals of this RFP, inform future RFPs related to this topic and contribute to larger field-building objectives, grantees will be asked to participate in periodic meetings to share information on project activities and best practices, as well as participate in research-based evaluations.

*Thank you very much for your interest in responding to this RFP and in making our region a better place. We look forward to reviewing your proposal.*

## Grant Application Checklist

- Cover Sheet**
- RFP Proposal Narrative** addressing proposal information requirement questions.
  - A maximum eight pages, 12-point font, margins no less than 1"
- Attachments: All attachments are required.**
- Attachment A:** A detailed line-item budget for the project (that includes details on how the community foundation's funding would be used)
- Attachment B:** A budget narrative for the project
- Attachment C:** A copy of your organization's current overall operating budget
- Attachment D:** Most recent audit, if available
- Attachment E:** Board of Directors list that includes members' professional affiliations
- Attachment F:** Evidence of tax-exempt status
- Attachment G:** Memoranda of Understanding from collaborative partners (if appropriate)
- Send to [grantproposals@siliconvalleycf.org](mailto:grantproposals@siliconvalleycf.org) OR mail one hardcopy to Silicon Valley Community Foundation's headquarters

### **Silicon Valley Community Foundation**

*Attn. Grantmaking Department*  
2440 West El Camino Real, Suite 300  
Mountain View, CA 94040

*Submissions must be received by email or postmarked no later than **5 p.m. on Thursday, August 19, 2010.** In order to be fair to all applicants, no exceptions will be made for late proposals.*

*Thank you for your application.*

If you have any questions, please call 650.450.5400 or email us at [grants@siliconvalleycf.org](mailto:grants@siliconvalleycf.org)

# Application Cover Sheet

## Regional Planning: Building Sustainable Land Use and Transportation Plans to Secure the Future of Silicon Valley and its Residents

**Submit one electronic\* copy to:**

**grantproposals@siliconvalleycf.org**

**or**

**Submit one hard copy to:**

**Silicon Valley Community Foundation**

*Attn: Grantmaking Department*

2440 West El Camino Real, Suite 300

Mountain View, CA 94040

Telephone: 650.450.5400 Fax: 650.450.5453

*\*We prefer electronic submissions. If you have questions, please contact us at grants@siliconvalleycf.org*

### General Information

Date: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_ Duration of project: \_\_\_\_\_

Project Name: \_\_\_\_\_

Name of Institution/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Name and title of primary contact for proposal: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

Executive Director of organization (if other than above): \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

Please describe in one brief sentence the project and the purpose for which funding is being sought:

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## Proposal Information Requirements

1. What is the mission of the organization?
2. What is the project for which funding is being sought and what is the primary purpose of the project?
3. What is the geographic region(s) served by the proposed project (county and specific cities/communities)?
4. What is the demographic population that will be served by your project?  
(Please provide specifics, e.g. percentage of low-income or people of color, etc. as available.)
5. What are the key project activities and time line?
6. What impact do you hope to achieve? How will you know if you achieve it? (Please provide specific outcomes, identified benchmarks and indicators of success that are meaningful and can be captured using qualitative and quantitative evaluation approaches—e.g. identify and train X# of community leaders to participate in planning processes, number of affordable housing units planned.)
7. What are the unique aspects and features of your project?
8. What experience does your organization or collaborative have working in this area? (Please provide specific achievements that describe your organization's capacity.)
9. Describe your organizational capacity to implement the project. (Please include staffing and board leadership as well as operational and fiscal health and management.)
10. What is the most difficult aspect of this project that could affect your success?
11. Why is this the right time for this project?
12. What can your organization contribute to the field in terms of knowledge-building?
13. If the proposal were to receive funding from the community foundation, how will your organization seek to sustain the project after the funding from the community foundation ends?
14. Collaborative Partners/Agencies (if any) and their contact information.



## ABOUT SILICON VALLEY COMMUNITY FOUNDATION

**The vision** of Silicon Valley Community Foundation is to be a comprehensive center for philanthropy that inspires greater civic participation throughout San Mateo and Santa Clara counties.

**The mission** of Silicon Valley Community Foundation is to strengthen the common good, improve quality of life and address the most challenging problems. We do this through visionary community leadership, world-class donor services and effective grantmaking.

### We value:

Collaboration	Integrity
Diversity	Public Accountability
Inclusiveness	Respect
Innovation	Responsiveness

### At a Glance

Silicon Valley Community Foundation is a catalyst and leader for innovative solutions to our region's most challenging problems. Serving all of San Mateo and Santa Clara counties, the community foundation has \$1.7 billion in assets under management and 1,500 philanthropic funds. The community foundation provides grants through donor advised and corporate funds in addition to its own endowment funds. The community foundation serves as a regional center for philanthropy, providing donors simple and effective ways to give locally and around the world. Find out more at [www.siliconvalleycf.org](http://www.siliconvalleycf.org).

## MORE INFORMATION

If you have questions, please contact us at [grants@siliconvalleycf.org](mailto:grants@siliconvalleycf.org) or call 650.450.5400.

**SILICON VALLEY | community<sup>®</sup> foundation**  
 SERVING SAN MATEO AND SANTA CLARA COUNTIES

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fax: 650.450.5401

To read more about Silicon Valley Community Foundation  
visit [www.siliconvalleycf.org](http://www.siliconvalleycf.org)

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